

Message Text

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UNCLAS TRIPOLI 0536

E.O. 11652: N/A
TAGS: BEXP, EAGR, LY
SUBJ: AGRICULTURAL MACHINERY CATALOG EXHIBIT IN TRIPOLI

1. SUMMARY. THE CATALOG SHOW IN TRIPOLI WAS WELL ATTENDED BY ALL SEGMENTS OF OUR TARGET AUDIENCE. THE SHOW WAS HELD AT THE TRIPOLI INTERNATIONAL FAIR IN CONNECTION WITH THE LARGE EXHIBIT PRESENTED BY THE GENERAL COMPANY FOR AGRICULTURAL MACHINERY. END SUMMARY.

2. CATALOG SHOW OPENED MARCH 4 IN EXPOSITION AREA OF GENERAL COMPANY AT TRIPOLI INTERNATIONAL FAIR. OPENING OF FAIR WAS DELAYED AT LAST MOMENT PREVENTING ATTENDANCE BY INDUSTRY EXPERT HAROLD HALTER. HOWEVER, HALTER PROVIDED INVALUABLE ASSISTANCE IN OUR PREPARATION FOR EXHIBIT. EXPOSITION WAS OPEN 10:00 A.M. TO 10:00 P.M. SEVEN DAYS A WEEK. WE DECIDED TO EXTEND THE EXHIBIT UNTIL FAIR CLOSED ON MARCH 24. ONE HUNDRED AND FIFTY-TWO U.S. COMPANIES SUPPLIED CATALOGS FOR SHOW. EXPOSITION WAS STAFFED AT KEY TIMES BY EMBASSY COMMERCIAL SPECIALIST AND AT OTHER TIMES BY REPRESENTATIVES OF THE GENERAL COMPANY.

3. THE GENERAL COMPANY FOR AGRICULTURAL MACHINERY AND APPLIANCES IS THE GOVERNMENT IMPORTER FOR ALL AGRICULTURAL MACHINERY INTO LIBYA. ALTHOUGH ALL AGRICULTURAL MACHINERY MUST BE IMPORTED THROUGH THE

UNCLASSIFIED

PAGE 02 TRIPOL 00536 271128Z

GENERAL COMPANY, AN IMPORTANT BUT INFORMAL SYSTEM OF PRIVATE AGENTS IS THE KEY TO PROMOTION OF AGRICULTURAL EQUIPMENT IN LIBYA. THERE WAS CONSIDERABLE INTEREST ON THE PART OF THESE PRIVATE SECTOR BUSINESSMEN IN THE EXHIBIT AND WE EXPECT MANY OF THEM TO CONTACT THE MANUFACTURERS DIRECTLY. PRIVATE AGENTS IN THIS FIELD ARE UNABLE TO DIRECT THEIR INQUIRIES THROUGH THE

EMBASSY DUE TO THE CURRENT GOVERNMENT REGULATIONS FOR THE IMPORT OF AGRICULTURAL MACHINERY.

4. WE ESTIMATE ATTENDANCE AT APPROXIMATELY 300. MOST IMPORTANTLY, VIRTUALLY ALL THE UPPER AND MIDDLE LEVEL OFFICIALS OF THE MINISTRY OF AGRICULTURE AND AGRARIAN REFORM AND THE MINISTRY OF AGRICULTURAL DEVELOPMENT ATTENDED THE EXHIBIT. OFFICIALS OF THE GENERAL COMPANY ATTENDED THE EXHIBIT ALSO, TOGETHER WITH POTENTIAL PRIVATE AGENTS/DISTRIBUTORS. THE MINISTER OF AGRICULTURE AND AGRARIAN REFORM TOOK KEEN INTEREST IN CATALOG SHOW. EXHIBIT WAS GIVEN APPROXIMATELY 30 MINUTES RADIO COVERAGE IN ARABIC.

5. WE UNABLE TO PREDICT COMMERCIAL RESULTS FROM EXHIBIT, BUT CATALOG SHOW WAS CLEARLY A USEFUL EXPOSURE TECHNIQUE WHICH DEMONSTRATED U.S. INTEREST IN LIBYAN AGRICULTURE. PERHAPS MOST DIRECT COMMERCIAL EFFECT WILL DERIVE FROM FACT GENERAL COMPANY EMPLOYEES BECAME BETTER ACQUAINTED WITH EQUIPMENT OFFERED AND HAVE RETAINED ALL CATALOGS FOR USE IN PLACING ORDERS.

6. CATALOG SHOWS SEEM TO HAVE POTENTIAL AS AN EFFECTIVE PROMOTIONAL DEVICE FOR LIBYA, BUT IT IS QUITE CLEAR THAT SUCH SHOWS MUST BE HELD IN CONJUNCTION WITH TRIPOLI INTERNATIONAL FAIR HELD EACH YEAR MARCH 1 THROUGH 20.

UNCLASSIFIED

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PAGE 03 TRIPOL 00536 271128Z

7. FINAL BUDGET POUCHED. APPRECIATE COMMERCE FORWARD COPY THIS REPORT TO INDUSTRY REP. HALTER. CARLE

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